

discover
TORONTO
ONTARIO CANADA



www.toronto.ca/business
investing@toronto.ca



Team Toronto @ MIPIM

Summary Report
March 2009



Team Toronto @ MIPIM

- On March 9 -13, 2009, the City of Toronto participated at MIPIM, the worlds' largest real estate and investment trade show.
- This is the third year Toronto attended the show.
- MIPIM 2009 was attended by 18,000 delegates (down from 30,000 in 2008), including over 3,500 investors, end-users, developers, operators, architects and planners and 400 journalists from 80 countries.
- An additional investment mission to Madrid was “piggybacked” on to this initiative.



Objectives

- Present Toronto, Ontario, Canada to the world
 - Highlight the strength, diversity and resilience of the Toronto economy
 - Showcase the recent performance of Canada's Financial Services Sector
 - Present a portfolio of Investment Opportunities
- Align the interests of the City, Province and private sector in promoting Toronto
- Use the Toronto presence as a platform to assist Toronto companies to promote themselves internationally and build partnerships for success.
- Gain a better understanding of how other cities/regions promote themselves, evaluate Toronto's competitive position
- Evaluate MIPIM value as a future promotion vehicle for Invest Toronto
- To meet with other city investment agencies

**iINVEST
TORONTO**



Participants

CITY OF TORONTO

Councillor Kyle Rae
Christine Raissis
Gary Wright
Connie Fusillo

INVEST TORONTO

John Macintyre

BLAKE, CASSELS & GRAYDON LLP

Jim Hilton

ADGAR INVESTMENTS & DEVELOPMENT INC.

Chris Tambakis

ALTUS GROUP

Paul Morassutti
Michael Barker

CANDEREL STONERIDGE EQUITY GROUP INC.

Richard Diamond

CRYSTAL FOUNTAINS

Michael Denman

DTZ

Andrew Barnicke
Wayne Fraser

DUNDEE REALTY

Barbara Wallner
Bruce Traversy

ING REAL ESTATE

Claude Meunier

QUADRANGLE ARCHITECTS LTD.

Brian Curtner

INFRASTRUCTURE ONTARIO

George Stewart

MORGUARD INVESTMENTS

Gordon Vollmer

NORTHAM REALTY ADVISORS LIMITED

Patrick HANDREKE

ONTARIO MINISTRY OF TOURISM

James Lynn

OXFORD PROPERTIES GROUP

Mr. Michel Vauclair

WATERFRONT TORONTO

Derek Goring
Tanya Bevington



Toronto @ MIPIIM

- Redesigned Toronto booth
 - Higher impact graphics, video screens(2)
 - Reconfigured to support private meetings by participating organizations.
- Supporting collateral material
 - Print and electronic ads for MIPIIM publications and on-site wall murals
 - small information brochure outlining Toronto's competitive advantages and participating partner profiles.
 - shared information database.
- Pre and post team strategy and logistics planning.







Budget

MIPIM is a multi-year project.

Some expenses are prepaid in previous years (e.g. space rental)

Some expenditures (e.g. booth structure, video) will be used in future years and for other promotional activities and reflect amortized expenditures.

Estimated total in year costs (2009): \$110,000

Private and public partners incurred own costs for travel and registration.



Feedback/Outcomes

A post event survey was distributed to all participants

Questions:

What were your major objectives in participating in MIPIM?

Were your objectives achieved? What were your major accomplishments? Eg. Contacts/meetings, leads identified, partners, interviews, meetings, presentations etc.

What expectations were not met? Where were we not successful?

What suggestions do you have for future shows like MIPIM? E.g. Focus/messages, booth, partners, meeting schedule, events, etc.

Would you be interested in participating in a future Team Toronto activity such as MIPIM 2010?

If Toronto were to secure a larger exhibit space with private meeting rooms, would your company/organization be interested in financially contributing to this expanded presence?

What other shows should we be considering attending in the future?



Feedback/Outcomes

100% positive response to achievement of stated objectives

- All participants reporting meeting potential new clients, investors, partners from non-US markets.
- Raised awareness of Toronto and participating firms/organizations
- Gain further exposure in/to International property markets
- Gained better understanding of international opportunities, trends and competition
- Enhanced relationships between Toronto companies, various sectors and public sector.

100% interest in future participation



Feedback/Outcomes

Suggestions:

- Expand the booth space
 - to include a separate meeting room
 - allow for the Toronto Team to display their corporate information.
- Attract more partners (including more private sector partners), attempt to coordinate with broader region/other Canadian cities (while maintaining a strong Toronto brand)
- Better articulation of Toronto message(s) to assist partners in promoting/focusing their individual projects
- A stronger hospitality component would help to compete with the other booths.





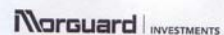
Blakes

April 16, 2009

Co
To
Tr
If
S
T

DREAM

are Ontario
ty, 9^e étage
ntario M5G 2C8
112-7289
6 325-4646



April 20, 2009

CORPORATION
FINANCIAL
INVESTMENTS
REIT
RESIDENTIAL
REVENUE PROPERTIES

Christine Raissis
Director, Strategic Growth and Sector Development
Economic Development, Culture & Tourism
City Hall, 100 Queen St. West
9th Floor, East Tower
Toronto, Ontario
M5H 2N2

Dear Christine;

Re: Team Toronto at MIPIM

I just wanted to thank you and Connie Fusillo for your hard work in coordinating "Team Toronto" and its involvement at this years MIPIM conference in Cannes, France. In addition this letter shall confirm our continued interest in being involved with "Team Toronto". I believe that as a company we receive great benefit from promoting the city of Toronto and the entire Toronto region to markets outside Canada as we continue to develop our business interests in European



Other comments/suggestions.

- Attending MIPIM as part of the Toronto Team was a very positive experience and hope to join the Team again next year. Thank you!
- For us the purpose is simple - MIPIM and expo-real provide a convenient, one stop location to meet various clients , new or existing. Over three or four days it is possible to do what would take weeks to accomplish if one had to travel to various cities.
- I really appreciate all the hard work by the Toronto team that went into preparing the event.
- The City and "Team Toronto" made a good effort to showcase the quality of our city to those attendees who were interested in our Canadian success story.
- Keep up the great effort promoting Toronto and the real estate market in Toronto, and thanks for helping the private sector by letting us tag along.
- Toronto is a world class city but treats itself in a very insular way. We can't do that as the world will pass us by. Strongly suggest continued activity - unique items - reception that is memorable for the right reasons - links etc...
- I thank the City for taking the lead in organizing the effort - everyone was very pleasant and helpful.
- You were a delightful team. We should re-define what we are and how we project the image and continue to be "out there". Thank you .





Future Plans

- Invest Toronto will be the lead for international promotional activities like MIPIM in future years.
- Feedback and expertise from MIPIM 2009 will be shared to facilitate transfer.
- Exploring opportunities to expand booth space and higher impact presence and location with MIPIM and partners.
- Critical evaluation of other shows and markets e.g. Expo Real, ISCS, NAIOP with partner input.

**iINVEST
TORONTO**

